

Comparative Study of Tourism in Rural Area: Coredes of Campos de Cima da Serra and Fronteira Oeste, RS, Brazil

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Abstract

With major changes that occurred in rural areas, it was necessary to include nonagricultural activities to increase family income. As a parallel activity, tourism has been assisting families in increasing their income and diversifying their activities. Thereafter, we conducted a comparative study of tourism in rural area in Conselhos Regionais de Desenvolvimento (Regional Development Councils) – Coredes of Campos de Cima da Serra and Fronteira Oeste in the State of Rio Grande do Sul, Brazil. The research was divided into two stages: the first, with exploratory quality, where we conducted the survey of the number of working rural properties that received tourists. In the second stage, all properties were visited for application of a questionnaire with open-ended and closed-ended questions. Data were collected in 20 rural properties within December 2013 and January 2014. The central objective of our study was to compare the potentials of rural properties, aiming to understand their importance and influence on the development of tourism in the rural area, in such a way to make it an effective economic alternative. We concluded that agritourism is the activity that outstands in the Coredes of Campos de Cima da Serra and Fronteira Oeste, since the main economic activity of rural properties is the primary activity, being tourism a complementary profit to the family income.

Keywords: Tourism in rural area; Agritourism; Rural tourism; Corede; Comparative study.

Resumo

Estudo comparado do turismo no espaço rural: Coredes de Campos de Cima da Serra e Fronteira Oeste, RS, Brasil

Com as grandes mudanças ocorridas no meio rural, fez-se necessário a inclusão das atividades não agrícolas para o incremento da renda familiar. Como atividade paralela,

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o turismo vem auxiliando as famílias a aumentar seus rendimentos e diversificar as suas atividades. Partindo dessa premissa, foi realizado um estudo comparado do turismo no espaço rural nos Conselhos Regionais de Desenvolvimento (Coredes) Campos de Cima da Serra e Fronteira Oeste, no estado do Rio Grande do Sul, Brasil. A pesquisa foi dividida em duas fases, a primeira, de caráter exploratório, onde se realizou o levantamento do número das propriedades rurais ativas, que recebiam turistas. No segundo momento, todas as propriedades foram visitadas para aplicação de um questionário, com perguntas abertas e fechadas. Os dados foram coletados em 20 propriedades rurais, entre dezembro de 2013 e janeiro de 2014. O objetivo central deste estudo foi comparar as potencialidades das propriedades rurais, visando compreender sua importância e sua influência para o desenvolvimento do turismo no espaço rural, de maneira a torná-lo uma alternativa econômica efetiva. Concluiu-se que o agroturismo é a atividade que se sobressai nos Coredes Campos de Cima da Serra e Fronteira, uma vez que a principal atividade econômica das propriedades rurais é a atividade primária, ficando o turismo como uma receita complementar a renda familiar.

Palavras-chave: Turismo no espaço rural; Agroturismo; Turismo rural; Corede; Estudo comparado.

Resumen

Estudio comparativo del turismo en el espacio rural: Coredes de Campos de Cima da Serra y Fronteira Oeste, RS, Brasil

Debido a los cambios ocurridos en el medio rural, es necesaria la inclusión de otras actividades económicas no agrícolas para el incremento de los ingresos de las familias. Como una actividad paralela, el turismo en las zonas rurales está ayudando a las familias a aumentar los ingresos y diversificar las actividades. A partir de esta premisa, se realizó un estudio comparativo del turismo rural en los Consejos Regionales de Desarrollo (Coredes) en las fincas de Cima de la Sierra y Frontera Oeste, en el estado de Rio Grande do Sul, Brasil. La investigación se dividió en dos fases, la primera tuvo carácter exploratorio con la identificación de las propiedades rurales activas que reciben turistas. La segunda fase consistió en la visita y aplicación de un cuestionario con preguntas abiertas y cerradas. Los datos fueron recolectados en 20 propiedades rurales, entre diciembre de 2013 y enero de 2014. El objetivo fue comparar las potencialidades de las propiedades rurales para entender la importancia y la influencia que tienen para el desarrollo del turismo en las zonas rurales, con la finalidad de que sea una alternativa económica efectiva. Se concluye que el agroturismo es la actividad principal dentro de las propiedades rurales de Corede, ya que la principal actividad económica es la actividad primaria, teniendo al turismo como una renta complementaria a los ingresos familiares.

Palabras clave: Turismo en espacio rural; Agroturismo; Turismo rural; Estudio comparado; Corede.

INTRODUCTION

In the search for new incomes, nonagricultural activities emerge in the rural environment. They come to assist producers in different forms. Many activities were directed to the use of what was produced in these places, such as: fruits in syrups, handicrafts, candies etc. Work outside rural property also appears, in which producers are inserted in their property in a period (part-time) and afterwards they perform another activity, usually different from the principal one: stonemason, electrician, seller etc.

Other nonagricultural activity that starts being exploited by families is the rural tourism, which benefits families who have a vocation for such activity. There happens an exchange of experiences between the men who live in the countryside with their differentiated culture, and those who live in the rush of big cities. This exchange is extremely valuable specially for rural families, since it allows them to get along with others and undertake new activities, besides the agricultural ones.

Many people who live in big cities are looking for a quieter life, even if it is to live with this tranquility for a limited time. This search makes them look for differentiated tourist forms and places. On this search, Figueiredo (2011, p. 21) states that:

It is based on rural imagery and on the imaginary about the rural that new vocations of these spaces are build, their new life. A life now almost always lived by intermediary actors. Another life designed as experience for others, those who are not from and do not want to live there, but are just passing through.

With the quick and disorderly growth of urban centers, the concept of rural changed because this space “is increasingly developing and consolidating the interests of urbanites for contact with a space that was formerly seen as place of backwardness and that now becomes desired” (Elesbão, 2010, p. 152). And not least, tourism in rural areas can also contribute to the preservation of natural and cultural heritage of regions, ensuring the continuity of the tourist activity in the environment and being an alternative to stimulate stagnant regions.

Hence, a problem of research that orientates the preparation of our study arises as the following inquiry: can development of tourism in rural areas, more specifically in the rural properties of the Development Regional Councils (Coredes) of Campos de Cima da Serra and Fronteira Oeste, in the State of Rio Grande do Sul, be considered an effective economic alternative to the supplementation of the residents’ income?

To answer this question, we defined as general objective of our study to analyze the potentials of rural properties of Coredes of Campos de Cima da Serra and Fronteira Oeste aiming to verify if tourism development in rural areas has been serving as effective economic alternative to the improvement of residents’ living conditions.

In the effort of achieving the planned objective, researchers initially aimed to check which properties practice rural tourism, differentiating them from those which practice agritourism in Coredes of Campos de Cima da Serra and Fronteira Oeste. Subsequently, we sought to establish the generation profile of fixed-term and temporary employments and income in primary and tertiary sectors in our study area.

To achieve the proposed objectives, we used a group of methodological procedures associated with exploratory research of descriptive nature, with a quantitative approach. This allowed us to profoundly analyze the studied phenomena, besides allowing the understanding of interrelations between development of tourist activities in rural areas and improvement of residents’ life conditions of the involved municipalities.

This article is organized into four main parts. In the first part, we carry out the introduction of the subject, showing a brief theme contextualization, to subsequently present the problem that originated the study, objectives proposed for the survey preparation and a succinct description of the methodological procedures adopted. In the second part, we present the theoretical outlines that support the study, focusing on the aspects related to tourism in the rural area and also to agritourism and their interference in the regional development process. The third part discusses in detail the whole set of methodological procedures used for the construction of our research, specially emphasizing the description of the study environment. Finishing the article, in the fourth part, we analyze the data collected through field work and, subsequently, final considerations are presented, which allow the identification of how the phenomenon can be effectively examined.

TOURISM IN RURAL AREA AND ITS RELATION WITH REGIONAL DEVELOPMENT

Profound transformations occurred over the years in rural area: producers went through difficulties with the crisis in agricultural environment, caused by the fall in the commodity prices and high cost of inputs and, from this, space was reconfigured, becoming a place seen not only as a production place, but also as a place where people can have a better quality of life and more contact with nature. Since life in large cities is increasingly chaotic, urban citizens started to value the rural environment, seeking it as a place of leisure and tourism. With this demand, some rural producers began to develop other activities in their properties, besides agriculture. One of these activities is the tourism, which emerges to assist families in supplementing their income.

For this study, we considered that pluriactivity, according to Schneider (2003), is related to the rural family, where at least one of its members practice another activity, in addition to the ones of their property.

Pluriactivity tends to develop as a characteristic or reproductive strategy of agriculturists' families who reside in rural areas situated in contexts where the articulation with the market happens through nonagricultural or para-agricultural activities. Objectively, pluriactivity refers to a phenomenon that presupposes combination of two or more activities, one of them being the agriculture. (Schneider, 2003, p. 10)

Considering nonagricultural activities, these are present in the rural families' lives for a long time, since, even though having other occupations, these families did not set aside agricultural activities. Over time, these activities have been modified for different reasons.

Over time some of these activities were modernized or ceased to exist, especially after the industrial revolution. Tendency of growing increase in production at lower costs, access to means of transportation and communication, among other aspects, favored the decadence of some activities, either agricultural or nonagricultural. It is

noteworthy, then, that these modifications are constant to present days, including the advent of new activities and occupations. (Leal, 2004, p. 12)

It is necessary to perceive and understand that nonagricultural activities, besides assisting in the increase of family income, provide that residents of rural environments have new and stimulating activities, assisting in the development of local community and social inclusion of these residents.

It is worth mentioning here that most authors who research this subject treat tourism in rural area merely as rural tourism, which regarding our study is not true, because the two concepts are not considered equal. In our study, tourism in rural environment is seen as all types of tourism (nature, ecotourism, cultural etc.) that happen in this space. Nardi and Miorin (2006) comment that tourism in rural areas proliferates diverse modalities, such as agritourism, ecotourism, sports, cultural tourism etc., valuing the territory and social groups and bringing on a growing flow of urbanists.

Considering the agritourism, it refers to tourist activities that occur inside the properties with agricultural productive activities. We must show that agritourism is practiced inside a rural property where the main economic income is the primary activity, being tourism a supplemental income. This is also the tourism practiced in the experience of the rural family, where visitors actively participate in the daily life of these families, this being the attraction of this type of tourism.

Rural tourism cannot be seen as salvation for the financial problems of families, but as an activity where visitors need to be well received with minimal structure and comfort. For Beni (2008, p. 471), "when tourism becomes then the main productive activity, it explains the own concept of rural tourism."

It is noteworthy that, for our study, the term "rural tourism" was used to describe undertakings in which the main economic activity of rural property is tourism, being the primary activity in second place (this sometimes not even existing).

We must observe that, in so far as the income of families involved in tourist activities increase, there is a corresponding improvement regarding the development of the region, since that by having larger volume of available resources, families start perceiving new needs, demanding the emergence of a new range of undertakings that offer new goods and services for the whole community.

In this sense, Coriolano (2012, p. 63) states that development cannot be confused with mere economic growth, as it is done by most researchers:

To achieve the development, it is necessary that the place goes through a process of production of wealth with social share and distribution, considering the principles of equity, people's need, with social justice or human rights.

This vision of development avoids merely economic claims, which do not consider the effective improvement of life conditions of the entire population, since they favor nothing but financial aspects. In this new version, development is more extensive and it also includes social and human aspects, which are the base of organization of life in society.

METHOD

Tourism in rural areas will be approached in our study from two aspects: agricultural sciences and tourist studies. Thiollent (2003, p. 87) emphasizes that:

Research focused on agriculture covers problems of agronomy, biology, livestock, technology, economics, sociology, communication, diffusion of technology, rural extension etc. Research on rural development is multidisciplinary and has a purpose of knowledge of the situation of products and preparation of planning proposals on local, regional or national grounds.

Since this research exclusively analyzed the rural proprietor's optics, staying in the background the tourist's view, it should be emphasized that both agents are important for the study of the phenomenon. However, many research examine at most the tourist's optics, leaving aside the view of the proprietor. Thus, it was considered important to produce a comparative study on the view of rural proprietors.

Two different regions of the state of Rio Grande do Sul were studied: the Campos de Cima da Serra and the Fronteira Oeste, using the Development Regional Counsels, which have as central objective the development of highlighted regions, to delimit the objects of study.

Considering the objective of this study, a comparative study was carried out, where a census was conducted in all active rural properties, practicing tourism in rural areas of Coredes of Campos de Cima da Serra and Fronteira Oeste within the period from December 2013 and February 2014.

Research was carried out in two moments. In the first, of exploratory quality, existing properties that fit in the Coredes of Campos de Cima da Serra and Fronteira Oeste were investigated. Köche (2011, p. 126) emphasizes that "the fundamental objective of an exploratory research is to describe or characterize the nature of the variables that are intended to acknowledge." Dencker (2011, p. 124) adds that "exploratory research aims to improve ideas or discover intuitions. It is characterized by having flexible planning generally involving bibliographic survey, interviews with experienced people and analysis of similar examples." In the second moment, every working business (cited in Chart 1) was visited: the ones from the Corede of Fronteira Oeste in December 2013, and the others from the Corede of Campos de Cima da Serra in February 2014. An interview with rural proprietors was carried out in these establishments.

A place was arranged for conducting the interview, with previously combined date and hour. Interview was scheduled with rural proprietors by telephone contact. The interview was recorded in writing at the time it was carried out, with an average duration of two hours.

For the preparation of Charts 1 and 2, containing the list of rural properties from the Coredes of Campos de Cima da Serra and Fronteira Oeste, which develop tourist activities in rural area, data were gathered from the websites of the Secretaria Estadual de Turismo (State Secretariat of Tourism) and prefectures of each municipality belonging to Coredes.

Chart 1 – List of properties of the Corede of Campos de Cima da Serra

| Properties | Location |
|--|-----------------------|
| Pousada Fazenda dos Ausentes (Inn) | São José dos Ausentes |
| Sítio Vale das Trutas (Small farm) | São José dos Ausentes |
| Pousada Flor de Açucena (Inn) | São José dos Ausentes |
| Pousada Cachoeirão dos Rodrigues (Inn) | São José dos Ausentes |
| Pousada Fazenda Potreirinhos (Inn) | São José dos Ausentes |
| Pousada Fazenda Monte Negro (Inn) | São José dos Ausentes |
| Pousada Fazenda Aparados da Serra (Inn) | São José dos Ausentes |
| Pousada Fazenda Morro da Cruzinha (Inn) | São José dos Ausentes |
| Fazenda Rancho Costa Brava (Farm) | Bom Jesus |
| Fruti Neves Cabanas Truta Rodrivaris (Inn) | Bom Jesus |
| Fazenda Rincão da Cascata (Farm) | Bom Jesus |
| Pousada Fazenda Santa Cruz (Inn) | Bom Jesus |
| Pousada Capão do Índio (Inn) | Vacaria |
| Parque das Cachoeiras Vera Tormenta (Park) | Vacaria |

Source – Elaborated by the authors (2015)

Chart 2 – List of properties of the Corede of Fronteira Oeste

| Properties | Location |
|---------------------------------|-----------------------|
| Fazenda Palomas (Farm) | Santana do Livramento |
| Estância Cerros Verdes (Inn) | Santana do Livramento |
| Estância da Glória (Farm) | Santana do Livramento |
| Sítio Preserva (Inn) | São Borja |
| Sítio Espaço Alternativo (Farm) | Uruguaiana |
| Santa Rita do Garrau (Inn) | Quaraí |

Source – Elaborated by the authors (2015)

The interviews were carried out with open-ended and closed-ended questions specially prepared for this study. The following topics were investigated:

- Classification of tourist activity;
- Identification data of properties;
- Generation of employment and income.

Closed-ended answers were tabulated and analyzed from the categories of answers provided in the interview. They were analyzed in descriptive form, according to the frequency of answers provided to each category. Open-ended

questions were examined through content analysis. Such analysis occurred in the following way:

- a) Reading of answers;
- b) Identification of themes;
- c) Demarcation of units of senses;
- d) Generation of categories.

REGIONAL DEVELOPMENT COUNCILS

Coredes are formed by a forum of discussion, decision and integration of policies, actions and leaderships. They were officially created in 1991, legally instituted by Law No. 10,283, of October 17, 1994 and regulated through Decree No. 35,764, of December 28, 1994. Article 2 of the law states that:

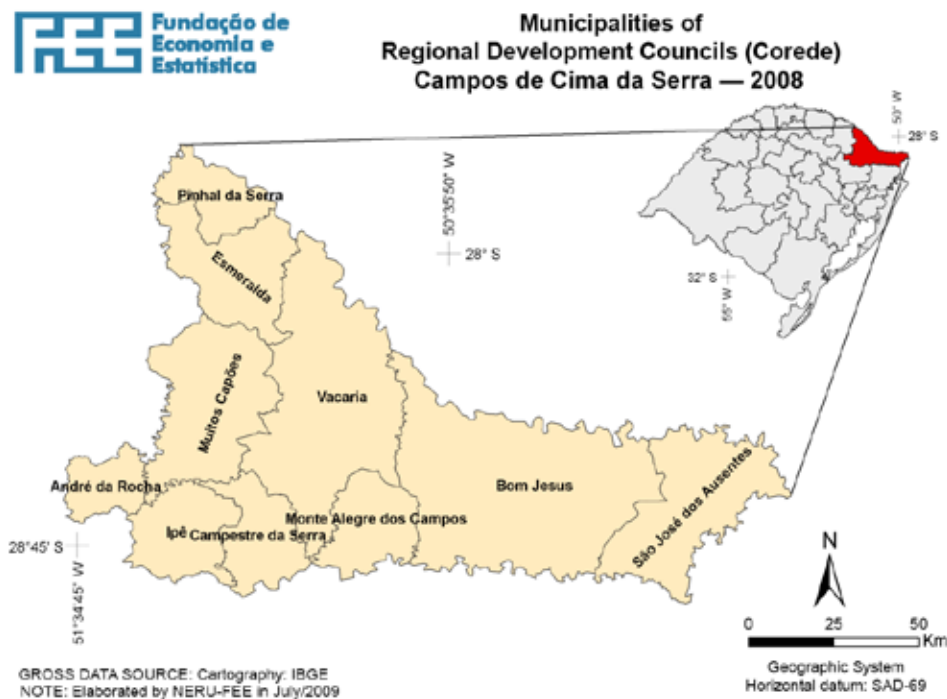
Regional Development Councils aim to promote regional, harmonic and sustainable development through integration of resources and government actions in the region. They aspire the improvement of population's quality of life, equitable distribution of produced wealth, incentive to people's permanence in the region and preservation and restoration of the environment.

Each Corede has domiciles in the county where its president resides, and political headquarters in all municipalities that integrate it. The operation occurs through discussion and deliberation in plenary sessions carried out in ordinary or extraordinary character, on topics of general interest.

Campos de Cima da Serra Corede

Corede Campos de Cima da Serra (Figure 1) consists of ten municipalities (André da Rocha, Bom Jesus, Campestre da Serra, Esmeralda, Ipê, Monte Alegre dos Campos, Muitos Capões, Pinhal da Serra, São José dos Ausentes and Vacaria), covering a territory of 10,404 km² and having a total population of 98,361 inhabitants. Its population density is 9.5 people/km². GDP per capita (2011) was of R\$ 21,880.00, according to data from Fundação de Economia e Estatística do Rio Grande do Sul (Foundation of Economy and Statistics of Rio Grande do Sul), (Fundação de Economia e Estatística, 2011)

Figure 1 – Campos de Cima da Serra Corede



Source – Fundação de Economia e Estatística (2008)

Campos de Cima da Serra is a region with the lowest temperatures in the country due to its terrain characterized by *campos de altitude* (fields of floristic formation in high regions of mountains in the East of Brazil), reaching 1,403m in its summit. It is worth highlighting the regional productive system, which reached the best productivity indexes of the state, especially regarding soybeans, which is the main grain economy of the region. Cultivation of fruits also deserves attention, being the apple cultivation responsible for most of the economy of the region, which is among the largest apple producers in Brazil.

Since the region has characteristics related to *campos de altitude*, with an average higher than 1,000 meters, it is characterized by a rare ecosystem, which makes environmentalists and agribusiness agents to permanently conflict.

The climate is subtropical or temperate, and the region is characterized by being very cold in months from June to September (winter in the southern hemisphere). Temperatures, reaching -7°C, can reach 34°C in summer. Averagely, temperatures remain between 14 and 23°C. Campos de Cima da Serra is also characterized by vast fields, some with Araucaria pine trees, springs and waterfalls. Aparados da Serra canyons are worth highlighting.

Corede of Fronteira Oeste >

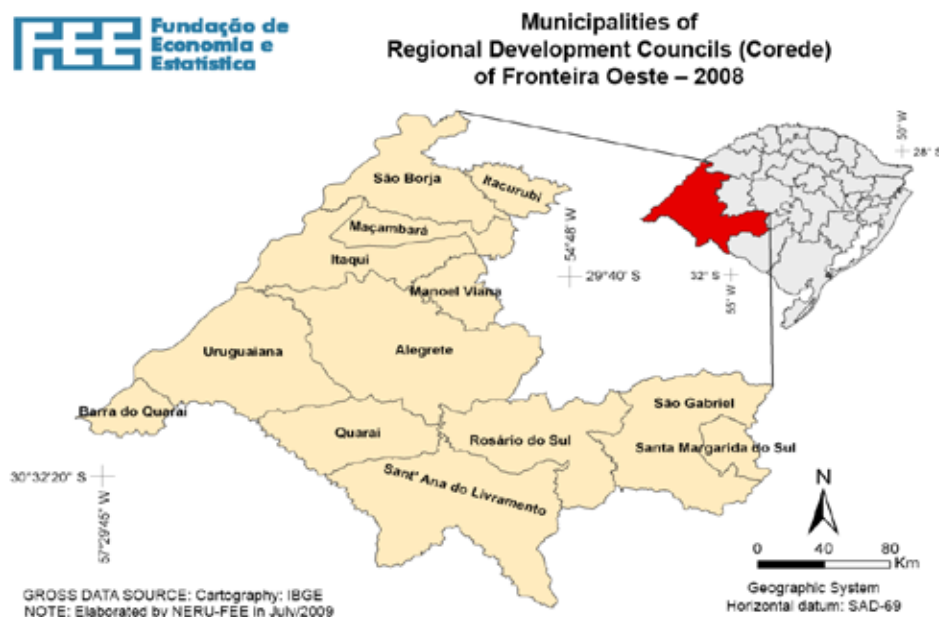
Covering 13 municipalities (Alegrete, Barra do Quaraí, Itacurubi, Itaqui, Maçambará, Manoel Viana, Quaraí, Rosário do Sul, Santa Margarida do Sul, Santana do Livramento, São Borja, São Gabriel and Uruguaiana), the Corede of Fronteira Oeste has a territory of 46,231 km², its total population in 2012 was of 528,816 inhabitants and its population density is 11.5 people/km².

GDP per capita reached R\$ 17,960.00, according to data from 2011 (Fundação de Economia e Estatística, 2014).

In this region, livestock has more than a third of the cattle herds and half of the sheep herds of the entire state. There are more than 5 million heads of cattle and 2 million of sheep. Recently, there was an increase in the processing of this type of meat. Consequently, 32% of this activity in the state was held in this region.

The Fronteira Oeste is a subtropical region with temperate climate. Summers are hot and dry and winters are cold, with well distributed rains and well-defined seasons. Uruguaiana city has the highest thermal amplitude of the country.

Figure 2 – Corede of Fronteira Oeste



Source – FEE (2008)

Regarding the landscape of the region, we can emphasize its hydrography that includes the Uruguay River basin, which is only partly Brazilian. Its vegetation is characteristic of the Pampa region, with steppes and savannas crossed by gallery forests and wetlands. Some important plant species outstand such as the butia yatay, espinillo, *nhanduvai* (*Senegalia bonariensis*) and *santa-fé* grass (*Panicum prionitis* Nees). Its topography is characterized by *coxilhas* (hills with pasture located in field regions).

RESULTS

Aiming to respond to one of the objectives outlined for our study, we analyzed rural properties regarding their tourist activities. For a better understanding, it is necessary to expose that from the 20 rural properties, only one receives day-trippers, because it has no hotel structure. Regarding the remaining, they receive tourists that stay on the properties from one to two overnights.

In its totality, agritourism is the most practiced in both regions. However, when analyzing each region separately, we verified that in Campos de Cima da

Serra there is an egalitarian activity distribution, with rural tourism representing 50% of the active properties and agritourism the other 50%. Considering the Fronteira Oeste, rural tourism represents only 33.3% of the properties against 66.7% that practice agritourism.

Rural properties offer some leisure equipment, however, we noticed that most of them uses the natural attractions that surround them and experience of the rural family routine. Recreational fishing, educational trails, river baths, horseback riding and countryside experience are offered in all properties, and in four of them there are swimming pool and playground.

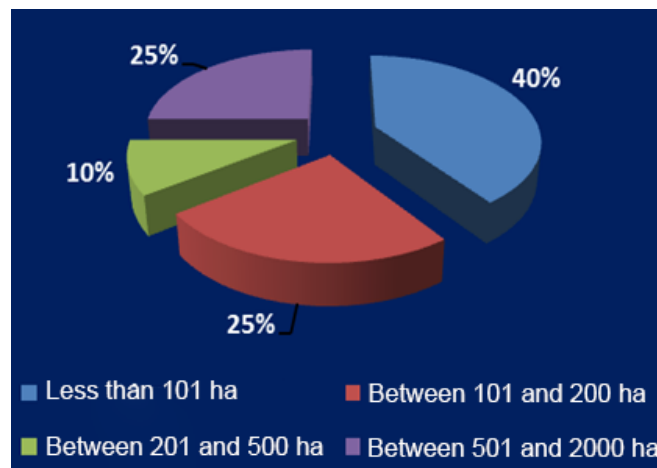
Separately, it is necessary to understand that, in Campos de Cima da Serra, properties are equally divided due to higher government incentive of São José dos Ausentes municipality, where most of the properties in the region are located. Veiga (2002, p. 48) discusses the government power when stating that:

There is no doubt that the socioeconomic performance of a rural municipality relies on the dynamism of its prefectures. They cannot make miracles, but it is recurrent cases in which socioeconomic dynamization can be attributed to the ability of the local government in attracting decisive private and public investments to the municipality.

When we observe both regions, we can state that agritourism still is the most practiced activity. This observation allows us to understand that tourism in rural areas of these regions is still in expansion and still is performed as supplementary income of rural families. What matters is the practice of tourism, regardless of the activities practiced, contributing to the family income and promoting the social development of the involved communities.

Considering the property areas, we can identify that the region of Campos de Cima da Serra has properties with territorial extension below 147 ha in 71.4% of the cases, although it also has the property with largest territorial area of both regions. Fronteira Oeste region has most of its farms (66.7%) larger than 500 ha, a fact that can be analyzed through cattle and sheep raising in the region, which require larger spaces.

To better understand the total distribution of both regions, Graph 1, which represents the totality of territorial extensions of regions and also distribution of undertakings according to their unit size, allows us to evaluate that, in total comparative, most properties (40%) have areas smaller than 100 ha, which corresponds to small properties that have on agriculture and cattle raising the main focus of their activities.

Graph 1 – Total farm area in Campos de Cima da Serra and Fronteira Oeste

Source – Field research (2013/14)

In addition to the territorial analysis, we verified the longevity of properties, aiming to know since which generation these lands would belong to the families of owners. Regarding the Fronteira Oeste region, in 66.7% of families, properties are on their first generation, which demonstrates that new people are buying lands and searching for living in rural areas. As for the region of Campos de Cima da Serra, properties are in the third family generation in 28.6% of the cases, and the other 28.6% percent in the fourth generation, which refers to the analysis that this is a region where people demonstrate more attachment to the land.

Analyzing the total of both regions, we found that 35% of properties are on their first generation and 30% on fourth generation. Purchases of new properties, as well as development of tourism in properties that are longer in the same family, can be observed through the optics that, over the years, these lands had to be divided, due to many factors, but mainly by the death of their initial owners as well as by economic problems.

Agricultural exploitation is present in the daily life of rural proprietors; however, in Fronteira Oeste region, since it is a region where livestock is more present, only one rural proprietor plants rice, soybean or corn. Regarding the region of Campos de Cima da Serra, 11 proprietors mainly cultivate corn, a fact that can be explained because it is a culture that can be performed on a large scale within small expanses of land, not requiring major investments. In addition, corn is a food that can be consumed by both humans and animals.

Although Campos de Cima da Serra region outstands due to its large cultivation of soybeans and grains, this is not the reality of the interviewed proprietors, since investments are higher to exploit these grains. Santos (2004, p. 81) corroborates this information by stating that “in the production of rice and soybeans, these products require large investments such as fertilizer, seeds, pesticides, tractors, combine harvesters, implements etc.”

Livestock practiced in Fronteira Oeste and Campos de Cima da Serra properties, in their most is the cattle raising, distributed in 55% of cattle and 50% of baby animals. Also, we must not forget sheep raising, which is present in both studied regions.

Employment generation in the studied regions shows different data. In Fronteira Oeste we observed the presence of 11 fixed-term employees who work at the property in livestock and agriculture. Regarding the tourism, we stated the existence of solely two fixed-term employees, against 23 temporary ones, an alarming fact, since it demonstrates that tourism activities in the region fail to pay employees of this practice, resulting in more temporary employments in periods of high season. In short, among employments for livestock/agriculture and tourism, the region generates 36 fixed-term or temporary jobs.

In Campos de Cima da Serra, employments for livestock and agricultural care generate four fixed-term and four temporary jobs. There are still four fixed-term workers who engage with livestock/agriculture and tourism. Separately, tourism employs nine fixed-term and ten temporary employees. Note that, despite having more rural properties, Campos de Cima da Serra generates 31 jobs, five less than in Fronteira Oeste, with solely six rural properties.

Generally, we observed that tourism generates more temporary jobs due to its seasonality, which causes the proprietors to hire more staff only when they have a good occupancy rate, failing to maintain a high number of employees during the year. Santos, Vianna and Gullo (2012 p. 37) refer to this fact: “the growth of temporary employments can be explained through a favorable economic situation in the beginning of this decade, which motivated rural proprietors to increase investments in their properties.”² Authors make an evaluation about temporary jobs: “it is also perceived, on the grounds of Brazilian labor law, the creation of temporary jobs.”³

Regarding the salaries, they are usually paid around one minimum wage per fixed-term worker. Temporary workers in their most are daily paid, as stated in Chart 3.

Chart 3 – Average salary in *reais* and dollars

| Average Salary | Min. Wage | R\$ | \$ |
|-----------------|-----------|----------|--------|
| Fixed-term Jobs | 1.14 | 826.67 | 344.88 |
| Temporary Jobs | 1.61 | 1,165.57 | 486.26 |
| Total | 1.40 | 1,013.82 | 422.95 |

Source – Field research (2013/14)

Occupations generated on farms are in their most of farm laborer, foreman, causal worker, general services, cook, receptionist and chambermaid. Lopes (2007, p. 7) explains that “nonagricultural occupations tend to concentrate in professions that require little qualification, among which outstand: domestic services, stonemasons, painters.”

Regardless of the type of employment generated in the properties, it is noticeable that both regions still have many temporary jobs. In short, tourism

2. Free translation. Original text: “El crecimiento en los empleos temporales puede explicarse por una situación económica favorable a inicios de la presente década, lo que motivó a los propietarios rurales a incrementar la inversión en sus propiedades”.

3. Free translation. Original text: “También se percibe, en razón de las legislaciones laborales brasileñas, la creación de empleos temporales”.

generates jobs, and if it consolidates in the studied regions and can attract more visitors during the whole year, this number will tend to increase, which would strengthen the development process in the region.

FINAL REMARKS

This study started from the presupposition that tourism in the areas of Campos de Cima da Serra and Fronteira Oeste Coredes was inserted in rural properties as an alternative to increase family income. Along the field research, from the conversations with rural proprietors, such hypothesis was confirmed, since, mostly, proprietors inserted tourism in the daily life of the property because they needed to increase the family income. It was also possible to verify that nonagricultural activities, especially tourism, are the right alternative to help supporting families who have low income resulting from primary activities. Therefore, the general objective of our study was contemplated.

One of the specific objectives of our study was to verify which rural properties practice rural tourism in order to differentiate them from those who practice the agritourism. We identified that agritourism is the activity that outstands in the Coredes of Campo de Cima da Serra and Fronteira Oeste. This is because the main economic activity of rural properties is primary activity, being tourism a supplementary source of income.

The fact that tourism is not the main source of income is not important because, regardless of income, what matters is that rural families have alternatives to remain in the field, being tourism an option for those who can adapt to the new routine of receiving tourists and inserting them on the daily life of the property.

Another specific objective was to establish the generation profile of fixed-term and temporary employments income in primary and tertiary sectors in the properties that practice tourism in rural areas. We observed that Fronteira Oeste generates more fixed-term jobs, and temporary employments are solely for tourism, while in Campos de Cima da Serra there are fixed-term and temporary employments for work in primary sector and, in this case, the region employs more temporary jobs in agriculture than fixed-term ones. Considering the jobs generated for tourism, they are mostly temporary.

Occupations generated on primary activity usually consist on: farm laborer, foreman, housekeeper, general services, feeder of animals and apple picker. Regarding employments in tourist activities, they are: chambermaid, casual worker, general services, cook, receptionist and manager. Salaries are around R\$ 800.00 to fixed-term jobs and R\$ 1,000.00 to temporary jobs, depending on the days worked. Values that, despite being considered low, assist in families' composition of income. Such increase allows them to have a higher purchasing power, which leads to the emergence of new needs, unviable until then, providing the opportunity of creation of new establishments that contribute to the development of the region.

Our comparative study of regions is of fundamental importance to better understand the situation experienced when inserting tourist activity in rural areas. It is indispensable that the demonstrated observations are not understood as exhausted, but as a process in construction that points out the need for new

investigations in order to advance with research related to tourist development in both regions.

We suggest to future studies the need to carry out a longitudinal survey that allows to prove through quantitative data the impacts caused by the development of tourist activities in rural areas over the past 30 years in the regions. Furthermore, we suggest that a research should be carried out on the evaluation of the fixation capability of individuals in their places of origin regarding the implementation of tourist activities in rural areas.

We finish this study stating that tourism exploration in rural areas is an efficient tool to subject fixation in the field, since it allows the supplement of family income with development of an activity that does not require the moving of the subject to big cities, looking for having new prospects of employment and income. Such reality contributes to regional development while it attracts new undertakings to rural areas, which will strengthen the tourism, providing improvement of the local population's conditions of life.

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